

NEW YORK, SUNDAY, APRIL 22, 1906.—Copyright, 1906, by The Sun Printing and Publishing Association.

MAIL ORDER MAN'S SCIENCE.

THE ART OF SELLING GOODS BY PRINTER'S INK.

Means of Advertising—How Results Are Checked Off—Battle Only Half Fought When Letters of Inquiry Come—Business Value of Good Mailing List.

A manufacturing concern's publicity man talked on the theories of advertising and the system of recording results in the mail order business.

"Broadly speaking," he said, "our advertising is divided into three classes: General publicity, merely playing up the name of the company or articles; general advertising, creating a sale for a product through retailers and jobbers; by publicity, mail order, seeking a direct sale by mail through advertising."

"Our business belongs to the last class for the most part, and the results are no longer a conjecture, they are a specific certainty. We carry space in no more than sixty different magazines and newspapers, and know the income from every one of them in dollars and cents."

"We undertake to make our advertisements salesmanlike by printers' ink—that is, visual rather than audible salesmanship. We do on paper just what the store clerk or traveller does: Bring out the good points of our goods, and cover up the bad ones, if there are any."

"The high rates charged by magazines and newspapers for space necessitate the employment of men who can fill this space with concise logic and a certain convincing quality. A personal salesman, you know, may have logic and facility of expression, yet lack the magnetism necessary to carry conviction. It is easier to find the money to pay men who can write this kind of advertising than it is to find the man."

"Here is an example of my meaning. It is not ours, it is general advertising, but the principle is the same and condenses the point."

"The publicity man took a magazine from his desk and clipped the following:

"If you could take out the metal filling of a silver spoon, the pure silver plate remaining would still be almost heavy enough to sink."

"It is this especially heavy plate of pure silver on every piece of silver which makes it wear so well and look so well—it is this that gives it the delicate lines and beautiful appearance of sterling."

"The silver is made only in a plate heavier than triple. In buying it you are getting more than triple value at the price of ordinary plate."

"United States Assayers' report shows that pure silver is more than twice as heavy as pure silver than any other make of plate ware."

"At all dealers."

"Of course the character of matter of general policy in an advertisement is governed by the character of the goods and the conditions of the market. But I have just illustrated a growing tendency in all classes of publicity."

"It is a lesson that we mail order people learned first from the department and dry goods stores in their daily newspaper advertisements. They do not merely play up the name of the store; they advertise the goods, and the price, and the quality, and give the price. As a result women read them with as much interest as the news columns."

"To turn the general advertiser has learned the lesson from the mail order people, for they say if our advertising will sell goods by mail it will sell goods over the counter. As a result, they have learned to catch phrases, curious trademarks, verses and pictures save to illustrate the point; there are fewer pictures for the pictures' sake."

"They are telling the merits of the goods and making the goods better in order to tell the truth. I have no doubt there is as much time, energy, thought and money being spent on the advertising sections of magazines and newspapers in preparing the matter as in the literary and news departments."

"As I said, we know the results of all our various mediums of publicity. This is done by what is known as keying advertisements. There are several ways of doing this."

"One is by requesting the reader to address a certain department—Department A, B or C, etc.—and to enclose a certain medium. For instance, A might mean Smith's Magazine, and if a letter is received addressed to Department A, you would at once know that the writer saw the advertisement in that magazine."

"Another way is by street addresses. Large concerns frequently have many street numbers, and if they have their own newspaper, they will give the address in Smith's Magazine, 123 in Jones's Magazine, 123 in Brown's Magazine, and so on. If a letter is received addressed to 123 you know that it is a result of the ad. in Jones's Magazine."

"Still another way is by requesting the writer to send for Booklet No. 23-A or 23-B or 23-C. The appended letter denotes the particular medium, on the principle I just explained. This is rather the better method for frequently for frequently to give the street number or department on their letters. One interested in a particular thing is naturally careful to request the particular literature pertaining to it."

"All inquiries received as the result of advertising are recorded in a special book. To each medium are given one or more pages divided into columns with the following heads: 'Date of Issue,' 'Amount of Space,' 'Cost of Space per Issue,' 'Cost of Space to Date,' 'Number of Inquiries,' 'Amount of Inquiry per Issue,' 'Amount of Inquiry to Date,' and 'Number and Amount of Orders.'"

"This system enables us to judge to a nicety the medium that is best suited to our particular needs and the character of matter to use in each. For the last we try several different kinds and note the result from each."

"This record develops some curious facts. It is not always the large space that brings the results. We get inquiries that cost us as low as 10 cents, and we have had them cost as high as \$2, but it is usually the ones between these figures that bring the business. Then, if we are not satisfied we have supplied the demand for our product in the circulation of a certain magazine, and in that case we withdraw the advertisement for that time."

"After an advertisement has been properly written and placed the battle for orders is only half fought. All that an advertiser can get in inquiries or orders and printed matter, and the real effort must be placed on these."

"We follow up all inquiries with two cent letters at intervals of five, ten and twenty days. These are just as carefully prepared as the original advertisement and put forth more argument for our goods."

"They are usually written in the first person and supposedly signed by some officer of the company whose name appears on the letterhead—not actually signed, but they are carefully printed in imitation of a typewriter text and pen signature, so that it is necessary to fill in the name, address and salutation on a copywriter with a carefully matched ribbon."

"Of course, it is not possible for the general advertiser to record the results with the degree of accuracy as the mail order people, but their selection of mediums is largely based on a record obtained from the latter. They can, however, judge the effect in a general way by requesting the reader to send for a booklet or some other thing."

"The best results we get from advertising are through envelope enclosures—that is, in proportion to the money invested. We send out approximately 300 letters a day, and enclose several clips in each telling about something we make. This is a circulation greater than that of many magazines and costs nothing save printing; for it is seldom a letter itself equals the two-cent weight limit."

"For this and other obvious reasons a good mailing list is a valuable advertising asset to a large concern. Of course, it is easy to obtain the names of houses in almost any line from the commercial agency reports, but what is particularly desired is a personal list of the names of men in these houses that have the selection and buying authority of goods in your line. It takes years to acquire this."

OUR STEAMBOATS ARE SLOW.

WE HAVE NONE TO MATCH THE ENGLISH FLYERS.

Boats Run Abroad on Regular Schedule at Speeds Exceeding 20 Knots—Some of Our So-Called Flyers Are Not So Fast by One-Third—Belgian and Dutch Boats.

America has always been first in the size and magnificence of its river and sound boats, but always behind England in the speed maintained by such boats on regular schedules. An American steamboat may have a nominal speed capacity of 20 miles an hour, but the schedule she runs on may be only fourteen or sixteen miles an hour, and she may very seldom get in on schedule time. On the other hand a corresponding English boat would be able to make twenty-four or twenty-five miles an hour and very often would be run to within a mile or so of its possible limit of speed on regular schedule, and everything possible would be done to get it in on time.

At the summer of New York there is a choice of eighty local boat lines: thirty-five on the Sound, twenty-five up the Hudson and twenty down the bay. Boston comes next with forty-five. Then come Baltimore with thirty, many lines to the Eastern shore being served, however, with small and irregular boats. Then come Philadelphia, Detroit and Chicago with about twenty-five lines each.

The many passenger lines on the Great Lakes are fully equal to the best on the Atlantic Coast. The run between Detroit and Buffalo is the longest one night run in the country and the fastest.

Looking to Great Britain for a comparison we see at once that the local Channel lines are somewhat smaller boats as a rule, and not so luxurious as our best, but all faster and more powerful. For example, the great Priscilla, largest of all our steamboats, has a total length of 400 feet and 8,500 tons, horse-power 1,000, and makes only fifteen miles an hour.

The Dutch line boats between Queensboro and Flushing are fully as fast as the Princess Clementine, making the run of 125 miles at the rate of nineteen miles an hour. The best of these boats are 320 feet long and of 2,000 tons burden, and 9,000 horse-power each, enabling them to make twenty-six miles an hour when necessary to maintain the train schedule in stormy weather.

Possibly the fastest regular boat schedule in the world is maintained on several trips a day between Holyhead and Dublin, seventy-seven miles. The distance is made in an average of 210 minutes, or more than three hours. The run of the Richard Peck to New Haven is the same distance, but takes 315 minutes when on time, or at the rate of less than fourteen miles an hour. If we had a boat going to New Haven in one hour and a half less than the Peck we would have the speed of these English boats; and yet the Peck is called a flyer and does pass most of the other Sound boats.

The distance from Dover to Calais is twenty-five miles and the regular boats have been making the trip in a few minutes over the hour and are now cutting this down to an even hour. The Sandy Hook run of the boats of the Central Railroad of New Jersey, the one fast run we have in New York Harbor, takes one hour and a quarter. The distance is twenty miles. At best the boats make less than twenty miles an hour.

The fastest excursion service by water for pleasure or holiday travel is from Glasgow to the many beautiful resorts of the west of Scotland and north of Ireland. Many very fast day excursion boats are operated here, a speed of twenty miles an hour or more being often maintained.

THE SLEEP OF HIBERNATION.

How It Differs From Repose—Sheep That Causes Death.

From the London Spectator.

The sleep of hibernation is a very different matter from the sleep of repose. If it be complete, respiration can no longer be detected. A torpid bat when disturbed will have a sigh or two, and being left alone, again to all appearances ceases to breathe.

Submerged in water of a temperature slightly higher than his own, the hedgehog not only continues to live, but appears to suffer neither inconvenience nor harm. Enclosed in an airtight receptacle, his atmosphere undergoes a change so slight that it cannot be imputed to breathing. But circulation does not cease. As respiration ceases, the heart continues to beat, and the blood of the fresh air drawn into the lungs in time of activity, undergoes no change, and venous blood passes on to fill the whole system of circulation.

A profound lethargy ensues, only distinguishable from death by the slight beating of the heart. The waste is very small. The fat accumulated during the plenty of summer and autumn supplies all expenditure until the coming of spring, when earlier or later the hibernating animal, having no capital reserve, begins to suffer the pang of hunger. In response to the demand respiration very slowly increases. His oxidized blood flows more quickly and his energy returns.

Then the bat flies forth once more from the hollow tree in the wood, to find the warm dusk teeming with insect life, and the hedgehog comes, it may be from the cavity under the gnarled roots below, to find beetles, worms, and slugs once more to become his food. Hibernation has saved him from starvation; but if his stock had not been snug and wisely chosen, it could not have preserved him from death from frost.

The hiding place also must be frost-free and free from intrusion for the hibernating animal cannot bear to be suddenly aroused. Even the little dormouse, which comes out at intervals to feed, when in deep sleep does not survive too hasty an awakening. The heat of the hand gradually passing through the nest or to be carried indoors to the warmer temperature of a room, is well enough.

He awakes refreshed, full of activity, and with a disposition speedily to become tame and make friends. But if you warm him suddenly back to life before he has gradually breathed the terror out of his blood, he has established an equilibrium between his respiration and muscular irritability; he has injured his system, and in a few minutes he is dead.

OUR STEAMBOATS ARE SLOW.

WE HAVE NONE TO MATCH THE ENGLISH FLYERS.

Boats Run Abroad on Regular Schedule at Speeds Exceeding 20 Knots—Some of Our So-Called Flyers Are Not So Fast by One-Third—Belgian and Dutch Boats.

America has always been first in the size and magnificence of its river and sound boats, but always behind England in the speed maintained by such boats on regular schedules. An American steamboat may have a nominal speed capacity of 20 miles an hour, but the schedule she runs on may be only fourteen or sixteen miles an hour, and she may very seldom get in on schedule time. On the other hand a corresponding English boat would be able to make twenty-four or twenty-five miles an hour and very often would be run to within a mile or so of its possible limit of speed on regular schedule, and everything possible would be done to get it in on time.

At the summer of New York there is a choice of eighty local boat lines: thirty-five on the Sound, twenty-five up the Hudson and twenty down the bay. Boston comes next with forty-five. Then come Baltimore with thirty, many lines to the Eastern shore being served, however, with small and irregular boats. Then come Philadelphia, Detroit and Chicago with about twenty-five lines each.

The many passenger lines on the Great Lakes are fully equal to the best on the Atlantic Coast. The run between Detroit and Buffalo is the longest one night run in the country and the fastest.

Looking to Great Britain for a comparison we see at once that the local Channel lines are somewhat smaller boats as a rule, and not so luxurious as our best, but all faster and more powerful. For example, the great Priscilla, largest of all our steamboats, has a total length of 400 feet and 8,500 tons, horse-power 1,000, and makes only fifteen miles an hour.

The Dutch line boats between Queensboro and Flushing are fully as fast as the Princess Clementine, making the run of 125 miles at the rate of nineteen miles an hour. The best of these boats are 320 feet long and of 2,000 tons burden, and 9,000 horse-power each, enabling them to make twenty-six miles an hour when necessary to maintain the train schedule in stormy weather.

Possibly the fastest regular boat schedule in the world is maintained on several trips a day between Holyhead and Dublin, seventy-seven miles. The distance is made in an average of 210 minutes, or more than three hours. The run of the Richard Peck to New Haven is the same distance, but takes 315 minutes when on time, or at the rate of less than fourteen miles an hour. If we had a boat going to New Haven in one hour and a half less than the Peck we would have the speed of these English boats; and yet the Peck is called a flyer and does pass most of the other Sound boats.

The distance from Dover to Calais is twenty-five miles and the regular boats have been making the trip in a few minutes over the hour and are now cutting this down to an even hour. The Sandy Hook run of the boats of the Central Railroad of New Jersey, the one fast run we have in New York Harbor, takes one hour and a quarter. The distance is twenty miles. At best the boats make less than twenty miles an hour.

The fastest excursion service by water for pleasure or holiday travel is from Glasgow to the many beautiful resorts of the west of Scotland and north of Ireland. Many very fast day excursion boats are operated here, a speed of twenty miles an hour or more being often maintained.

THE SLEEP OF HIBERNATION.

How It Differs From Repose—Sheep That Causes Death.

From the London Spectator.

The sleep of hibernation is a very different matter from the sleep of repose. If it be complete, respiration can no longer be detected. A torpid bat when disturbed will have a sigh or two, and being left alone, again to all appearances ceases to breathe.

Submerged in water of a temperature slightly higher than his own, the hedgehog not only continues to live, but appears to suffer neither inconvenience nor harm. Enclosed in an airtight receptacle, his atmosphere undergoes a change so slight that it cannot be imputed to breathing. But circulation does not cease. As respiration ceases, the heart continues to beat, and the blood of the fresh air drawn into the lungs in time of activity, undergoes no change, and venous blood passes on to fill the whole system of circulation.

A profound lethargy ensues, only distinguishable from death by the slight beating of the heart. The waste is very small. The fat accumulated during the plenty of summer and autumn supplies all expenditure until the coming of spring, when earlier or later the hibernating animal, having no capital reserve, begins to suffer the pang of hunger. In response to the demand respiration very slowly increases. His oxidized blood flows more quickly and his energy returns.

Then the bat flies forth once more from the hollow tree in the wood, to find the warm dusk teeming with insect life, and the hedgehog comes, it may be from the cavity under the gnarled roots below, to find beetles, worms, and slugs once more to become his food. Hibernation has saved him from starvation; but if his stock had not been snug and wisely chosen, it could not have preserved him from death from frost.

The hiding place also must be frost-free and free from intrusion for the hibernating animal cannot bear to be suddenly aroused. Even the little dormouse, which comes out at intervals to feed, when in deep sleep does not survive too hasty an awakening. The heat of the hand gradually passing through the nest or to be carried indoors to the warmer temperature of a room, is well enough.

He awakes refreshed, full of activity, and with a disposition speedily to become tame and make friends. But if you warm him suddenly back to life before he has gradually breathed the terror out of his blood, he has established an equilibrium between his respiration and muscular irritability; he has injured his system, and in a few minutes he is dead.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon request to patrons residing beyond the limit of our regular wagon delivery service.

Our Spring and Summer Catalogue—500 pages—will be sent free upon